

Coordinating Sanitation Approaches to Maximize Impact in Bangladesh



Integrating Community Approaches to Sanitation (CATS) and Sanitation Marketing

BACKGROUND With so many different approaches used to tackle sanitation challenges in developing countries, it can be difficult to see how all the pieces fit together to drive progress. In Bangladesh, iDE has successfully collaborated with other NGOs to link its market facilitation approaches with customer demand for improved sanitation generated by CATS programming. The result is over 14,000 improved latrines sold in eight months.

CONTEXT Although most Bangladeshis have access to basic sanitation, only 62 percent of rural households have their own improved latrine. The rest share facilities or use unimproved, unhygienic latrines. Donors, NGOs, and the government have tried many different approaches to address this sanitation gap. CATS and Sanitation Marketing (SanMark) are two approaches that have proven to be mutually reinforcing and successful in both creating demand for improved sanitation and developing the market capacity to supply these improved products.



Photo: Shaheen Hasan / iDE 2015

SanMark SEAMs encouraged Local Sanitation Service Providers to conduct their own demand creation activities within the strategic framework of CATS.

Project Summary

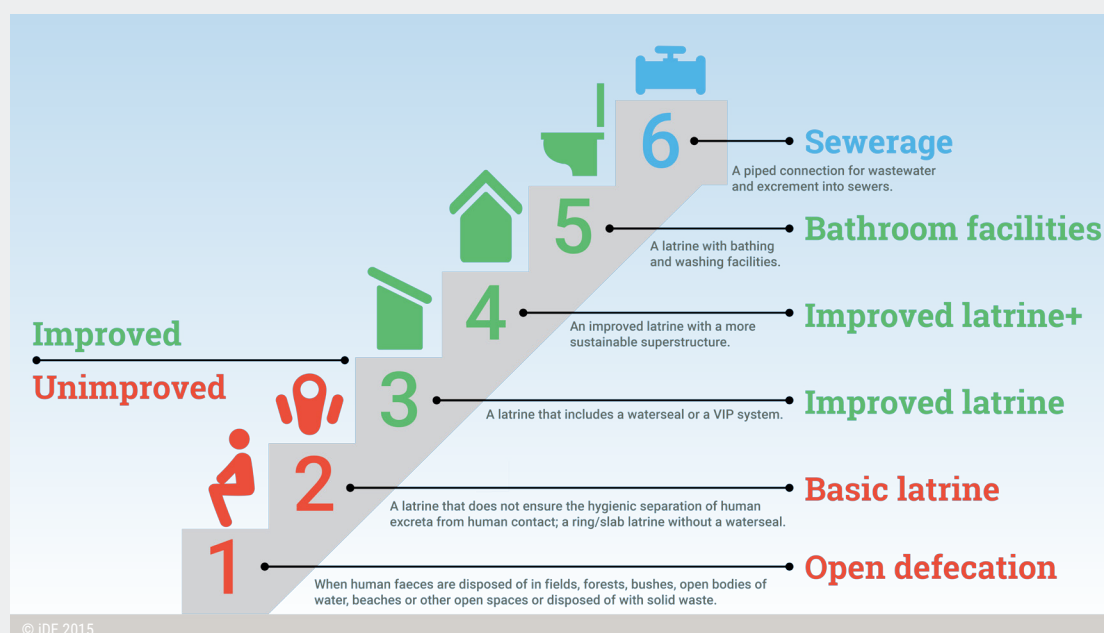
Sanitation Marketing in Southern and Eastern Area Markets (SanMark SEAMs) was a 14-month project funded by **UNICEF**, implemented from September 2014 through October 2015. Under this project, iDE built the capacity of local sanitation service providers, promoted low-cost improved latrine solutions, and facilitated the sale of over 14,000 latrines to rural households. In the same timeframe, UNICEF also funded CATS activities, which were being led by CARE, PLAN, and Practical Action. Under a UNICEF-led collaboration, iDE implemented

complementary SanMark activities at schools where CATS programming was taking place, and also trained latrine producers in CATS regions on how to manufacture improved latrines. By coordinating activities, the collaborating NGOs were able to leverage each other's efforts to maximize the impact of sanitation programming.

Playing to Each Other's Strengths

CATS incorporated many elements of the Community Led Total Sanitation (CLTS) approach, such as community-led planning and hygiene promotion. It was very effective at creating demand

Sanitation Ladder



and moving households away from open defecation. However, when CATS was first introduced, there was no plan to link households to providers of improved sanitation products. Although customers aspired to owning an easy-to-clean, odor-free latrine, existing options on the market were extremely limited or unaffordable. As a result, many households made the change from open defecation to unimproved latrines, but failed to progress further up the sanitation ladder to hygienic latrines.

Under the SanMark SEAMs project, iDE was building the market for sanitation through design activities that identified what Bangladeshi consumers aspired to and demanded of an improved latrine. iDE then translated these discoveries to local service providers to begin creating packaged solutions that were affordable.

Seeing the continuing sanitation gap, UNICEF and the CATS implementing partners recognized the need for improved products and services and invited iDE to facilitate a training on how to better engage with latrine producers. Following the training, UNICEF decided to bring CATS implementers and iDE together under an umbrella project with the Government of Bangladesh. After several rounds of discussions to determine opportunities for collaboration, new roles and responsibilities were defined for each program. CATS would focus on raising awareness for improved latrines, while SanMark SEAMs would leverage this awareness to sell specific products and link customers to product

retailers. The teams identified common locations and customers to target for both interventions. iDE planned programming in schools in four districts with CATS activities, and also provided training to latrine producers in CATS areas.

Schools are widely recognized in Bangladesh as an opportune location to raise awareness around sanitation. However, it has been difficult to translate awareness of sanitation at school into improved sanitation at home. Including SanMark activities as part of School Led Total Sanitation (a component of CATS) was a critical way to engage parents, who were the ultimate customers for sanitation products. At CATS program activities, parents recognized the widespread demand for improved sanitation, and SanMark participation provided the immediate link to private sector actors with improved products on offer.

One example of this type of coordination was a brand-sponsored rally as part of CATS activities. Participating students received hats or shirts with the logo of a latrine product, such as the SaTo Pan, making it easy for households to link the brand with their desire for improved sanitation. During these events, latrine producers explained key features of the SaTo Pan, like the trap door that hygienically separates feces from human contact. Educating students and the school management committee led to greater interest in sanitation products and services.

Photo: Ariful Haque / iDE 2015



As sanitation products are a new market for most national private sector companies in Bangladesh, iDE helps to support these companies to reach the consumers of today and tomorrow.

The SanMark team also coordinated with local sanitation service providers and latrine producers, training them to produce hygienic latrines, linking them to national suppliers of latrine components, and explaining the importance of improved sanitation.

In the Khulna district, the CATS and SanMark activities were seamlessly integrated, leading to even greater results. Latrine producers immediately saw the impact of creating demand and targeting consumers, and began collaborating with the CATS team to help raise demand. These businesses had higher sales ratios than the other SEAMS districts and their experience reinforced the importance of addressing both supply and demand for improved sanitation.

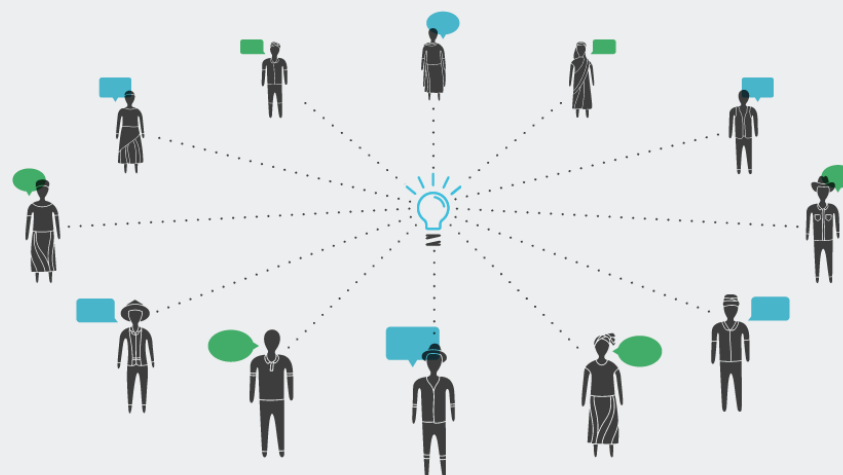
Know Your Customers

The understanding of customer wants and needs that came from market research under SanMark SEAMs made it easier to promote affordable, hygienic products that fulfilled customer aspirations. By coordinating activities under SanMark SEAMs with ongoing CATS programming, local sanitation service providers were able to supply improved products to meet the demand generated by CATS activities, avoiding the common problem of households settling for unimproved sanitation products.

Demand Without Supply is an Unfulfilled Promise

However, it is not sufficient to simply plan CATS and SanMark activities separately. The timing of each program is also important. In the SanMark SEAMS case, the need for products and services was not recognized until after CATS programming was well underway. As a result, local sanitation service providers did not capture as much of the CATS-generated demand as they would have done starting earlier; many customers instead opted to install unhygienic latrines following initial CATS activities, and were unable to progress up the sanitation ladder.

The importance of using SanMark to ensure that affordable, improved products were available before CATS/CLTS activities had been completed has also been demonstrated in other countries. One study of a SanMark/CLTS program in Indonesia found that in communities where affordable, hygienic latrines were offered at the outset, every customer opted to purchase an improved latrine, rather than installing a cheaper (but unhygienic) product.¹ iDE believes that both access to information on hygiene messages and available, affordable technologies are necessary to ensure community-wide adoption of improved sanitation. The impact of demand creation will be greater when market facilitation activities introduce products and services in time to meet demand.



¹ Water and Sanitation Program Research Brief. (2011). Factors Associated with Achieving and Sustaining Open Defecation Free Communities: Learning from East Java.

THE
BANGLADESH
EQUATION



IDENTIFY AN
OPPORTUNITY FOR
PRIVATE SECTOR
PARTNERSHIP

+

DESIGN A PRODUCT
THAT RADICALLY
CHANGES WHO HAS
ACCESS TO HYGIENIC
SANITATION



X

BE A BUSINESS
ADVISOR TO
PRIVATE SECTOR
PARTNER

=

MASS-PRODUCED
SANITATION
INNOVATION

Lessons Learned

THE DONOR CAN and should play a significant role in ensuring activities are aligned across different implementers.

CONSIDER STARTING WITH SANMARK, or beginning SanMark at the same time as CATS programming, so that market infrastructure is prepared to meet the demand generated by CATS.

EACH IMPLEMENTER MUST have a strong understanding of the role, responsibilities, and timing of each team's activities. Without agreement on each team's boundaries and potential areas of overlap, it will be challenging to harmonize different activities.

ALIGN ACTIVITIES so that key areas and businesses receive both CATS and SanMark programming.

Impact

In SanMark SEAMS, iDE Bangladesh's pilot SanMark program, over 14,000 latrines were sold primarily without subsidy in 8 months by 108 trained latrine producers and approximately 20 'copycat' dealers and retailers. More recently, iDE has seen similar scale in PROOFS, a Kingdom of the Netherlands funded program in Bangladesh that facilitated the sale of over 100,000 latrines through 303 latrine producers in 18 months.

The enabling factor for these successes was taking the time to create demand and build a supply chain of improved products from the national level all the way down to local latrine producers. Before sales reached scale, the projects invested months into building a solid base for supply and demand, leveraging the pre-existing demand creation efforts of CATS programming.

Photo: Shaheen Hasan / iDE 2015



"I have learned market and business promotion, and have been able to increase my sales and overall business growth."

Gour Mondol, Sanitation Service Provider, Khulna District

CATS — Community Approaches to Sanitation (CATS) programming seeks to achieve communities free of open defecation through broad community engagement and an emphasis on local decision-making to determine appropriate sanitation products and services.

CLTS — Community Led Total Sanitation (CLTS) approaches seek to ‘trigger’ a local community to understand and analyze the detrimental effects of open defecation, with the disgust at fecal-oral contamination leading the community to build or purchase latrines.

Sanitation Marketing — Sanitation Marketing (SanMark) is an approach that uses marketing to increase consumer demand for sanitation products and services, while building the capacity of local sanitation service providers to supply improved products and services.

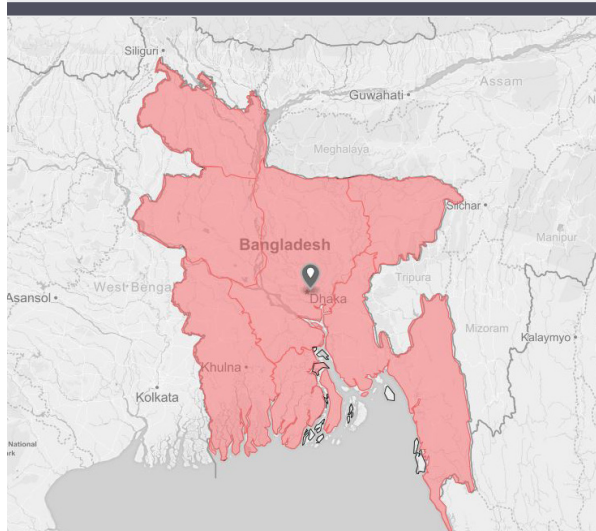


Read More: **UNICEF Guidance Note 10—Sanitation Marketing and CATS: How do we link approaches?**

http://www.unicef.org/wash/files/Guidance_Note_10_-_Sanitation_Marketing_and_CATS.pdf



Photo: Shaheen Hasan / iDE 2015



iDE Bangladesh

Phone: (+88 02) 9886548

E-mail: bangladesh@ideglobal.org

Deepak Dhoj Khadka

Country Director, iDE Bangladesh

Dhaka

iDE

iDE creates income and livelihood opportunities for poor rural households across Asia, Africa, and Latin America. iDE builds markets in a range of sectors, including agriculture, water, sanitation, hygiene, and access to finance.

Contact Us

iDE Global WASH Initiative

E-mail: WASH@ideglobal.org

ideglobal.org